

How Google Filters Spam

Online users use Google for research purposes. Google provides pertinent information related to a search query entered by the online user. As much as possible, Google wants to provide its users with quality content alone. Because of this, it abhors low quality and spammy websites.

Google has come up with various spam filters to get rid of websites that aim to spam its ranking algorithm. What are the Google Spam Filters?

Google Sandbox

Google considers the age of a website in measuring its importance. Most new websites suffer the Google Sandbox filter. The filter aims to identify whether the website has something good to offer to online users.

Link Filter

Just because links are important in increasing a website's rank on Google, some websites have taken beyond natural linking and resorted to link farms. Link farms won't help your website get good rankings. As a matter of fact, they can even hurt your website's rank badly. As much as possible, get natural links by adding quality relevant content to your website rather than participating in link farms.

Google also filters websites with suspicious number of links. Don't think that just because you have added a thousand link to your website, your Google ranking and visibility will go up instantly. Google will have to find out how you were able to come up with such a huge number of links.

Spam Techniques Filter

Google hates spam and websites using spam techniques. Some websites attempt to spam Google's ranking algorithm by using spammy search engine optimisation techniques like the use of invisible text, doorway pages, JavaScript redirects and other techniques. Google uses a -30 filter on these websites. What is meant by -30?

If your website is caught off guard using spammy search engine optimisation techniques, your ranking will be dropped off by 30 spots. So if you enjoy the 20th ranking before, beware because you might be dropped off to the 50th spot.

Getting Filtered

Some websites use search engine spamming techniques thinking that they can easily get around these spam filters. But it is not as easy as that. Google is doing its best to stop or prevent spamming. The penalty to spammy websites may be either be dropped ranking or no visibility on the search results. Unless you want these penalties, stop spamming the search engines.

Instead of spamming, why not just spend your precious time giving your website relevant content. If you do so, Google will not hate your website. In fact, it will love your website!

About the Author

This article is written by nPresence, a web marketing service provider specialising in Search Engine Optimisation, Pay Per Click advertising, Web Design, Content Management System, Conversion Tracking and Analysis. For more information on nPresence, please visit Web Marketing

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